

Abstract

An apparatus, method, and system for a comparative, collaborative, creative works evaluator (3CWE). One of the benefits of the 3CWE controller is that it provides a mechanism to rate and subsequently rank creative works and their authors. The benefits of ranking creative works and their authors are many, one of which is to provide audiences with guidance as to the quality and/or popularity of a given author or work. As such, the system provides and may act as a more accurate promotional vehicle in identifying and uncovering talent. This 3CWE system allows individuals without the standard resources (e.g., the monetary and promotional might of major record labels) to be recognized by an internationally-targeted market. By evaluating creative artists and works by interested participants, the artists and works' exposure is expanded. In one, non-limiting example, present, inventive aspect of the disclosure provides a system that pits creative works, and as a consequence, their authors, against one another for evaluation by an audience. Evaluation is achieved by qualified audience members examining and/or experiencing the creative works that have been pitted against one another. Audience members may then render a vote as to which of the creative works are superior. The results of such an evaluation may then be recorded in the database and associated with a particular creative work, author, and/or the like. Such an evaluation may be viewed and referred to as a "battle." Through battles, accumulations of evaluative results in the system database for a particular creative work or author develops a ranking for the creative work and/or author. Also, groups of creative works and/or authors may be established as "divisions" and may themselves acquire rankings en masse. Furthermore, competitions amongst groups of authors may take place

in the form of tournaments, which not only affect rankings, but may be limited to divisions and/or across specified ranges of users.